

Dear Mr. Commissioner:

For some things, deregulation may be a good thing, permitting increased competition, and allowing the market to sort out "the survival of the fittest broadcasters", in a sense.

I feel, however, that loosening ownership regulations in the media further will increase the rate of "Clear Channelization" of the remaining media outlets. This is NOT a good thing; here's why:

If you review global business strategy in the last 50 years, you can detect a definite propensity towards "conglomeration" or "centralization" of industries. This is a basic premise of business efficiency - and clearly, for manufacturers of widgets or similar things, integration and conglomeration DOES make sense - HOWEVER - in the broadcast media, an alarming trend has been happening in the last several decades, and this trend is NOT a beneficial development!

We are losing the powerful community-oriented voices provided by Independent, local broadcasters; these are being replaced by a more homogenized, generic voice dictated by corporate network owners, who are generally responsive more to advertisers concerns than any need to broadcast "in the public interest". One need only look at the radio industry in the last decade, to witness Clear Channel Broadcasting's damaging "Pac-Man" consolidation, and how CCB's voracious appetite for station ownership has removed relevant local broadcasters from many markets, and in some cases, provided CCB with a virtual monopoly on broadcasting in a given market city!

And as yet nobody has challenged their dangerous ownership of Venues and ticketing facilities as well - clearly a conflict of interest with their ownership of broadcast facilities.

Television is following on in this alarming trend - witness Viacom's ownership of CBS, GE's ownership of NBC and Disney's ownership of ABC - also witness the global Fox/Sky media empire of Rupert Murdoch, and his plans to own powerful broadcasting, print and satellite facilities and stations throughout the globe! Fox has become the de-facto fourth broadcast network in the USA, despite Murdoch's significant ownership of Newspapers, Radio and Cable properties.

I am not concerned about the BUSINESS aspects of this conglomeration, but rather, must ask the important OTHER question:

Is the American "public good" better served by a lot of stations following lock-step in broadcasting content dictated by corporate guidance, or is LOCAL input still a viable and IMPORTANT ATTRIBUTE of American broadcasting?

In short, Mr. Powell, with all due respect, how much power are you going to allow any ONE company to wield in shaping or manipulating public opinion in America? Media ownership carries with it an awesome power to shape, influence, pervert and/or alter the opinions of thousands or potentially MILLIONS of American purchasers and voters, many of whom are too busy or preoccupied to seek an alternative source of data - potentially to the detriment of our entire

political system.

Please keep diversity in ownership, and avoid the homogenization of our media, OK? We thinking Americans will appreciate your efforts to oppose this dangerous trend.

Thank you - I hope you can find time to read this comment - although I fear it will do nothing to alter a course that already seems set.

Respectfully yours,  
Bruce Nazarian  
American voter and Media consumer